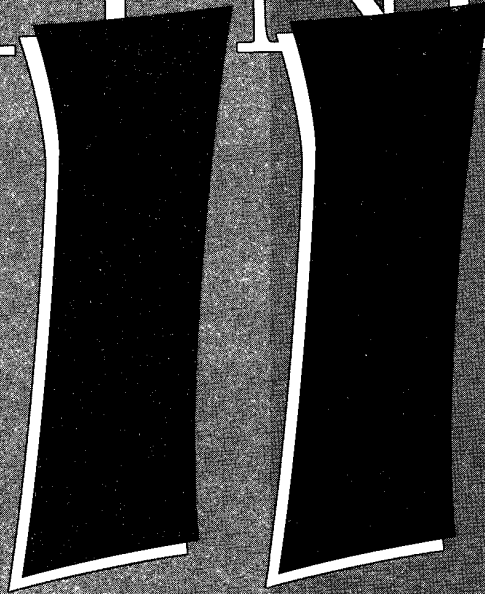


# APPENDIX



Sample Brochure  
for a Domestic  
Monitoring Organization

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## SAMPLE BROCHURE FOR A DOMESTIC MONITORING ORGANIZATION

**T**he text of a brochure (also called a leaflet, flyer, pamphlet or handbill) prepared by the Filipino National Citizens Movement for Free Elections (NAMFREL) is reprinted here. In its original form, the brochure was folded three times so that it could easily be distributed at meetings or placed into an envelope for mailing.

This brochure provides an excellent model that your public information operation may wish to replicate. The brochure can achieve several objectives. It can establish the credibility of your organization by publicizing your objectives, recounting your past achievements, describing your operating principles (*e.g.*, nonpartisan, transparent, etc.) and disclosing the names of your leaders and the sources of your funds. It can also be used for volunteer recruitment and for obtaining operating funds.

## NAMFREL

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### THE ORGANIZATION

NAMFREL stands for the National Citizens Movement for Free Elections. It is a Filipino citizens group that has won national and international acclaim for its commitment to the restoration and strengthening of democratic institutions and processes, particularly the electoral process. It is voluntary, non-partisan and community-based.

NAMFREL .... derives its strength and continuity from the people—their willingness for self-sacrifice and their dedication to the task of nation-building. It has demonstrated what can be achieved through what has now been called “people power,” NAMFREL’s slogan in the 1984 and 1986 elections.

### OBJECTIVES

NAMFREL seeks to help achieve free, orderly and meaningful elections and honesty in government by harnessing the power of an informed and concerned citizenry.

In pursuing these objectives, NAMFREL engages in affirmative action activities and encourages men and women of competence and integrity to render public service.

In past elections, NAMFREL has fielded more than 500,000 trained volunteers to watch the polls all over the country and conduct an Operation Quick Count.

NAMFREL also carries out special projects which aim to make the electoral process and public service more meaningful such as:

- voter education and assistance programs
- candidates forums
- workshops on election laws and pollwatching for representatives of all political parties
- passage of electoral laws that promote adequate safeguards and the principle of fair play
- campaigns for citizens vigilance through the full cycle of the electoral process
- citizen monitoring of government performances . . . .
- youth-involvement in national affairs and civic action

### BACKGROUND

NAMFREL was organized in October 1983 by a group of concerned civic, professional, religious and community leaders.

NAMFREL continues a tradition of citizens groups that have been working for political reforms for the past 18 years. In fact, NAMFREL’s organizers and participating organizations are mostly the same ones who campaigned for noteworthy reforms during the past years.

### NAMFREL’S ACHIEVEMENTS

NAMFREL’s activities in the 1984 and 1986 elections and the 1987 plebiscite have brought back the people’s faith in the electoral process as a basic instrument for change and progress. Despite the massive and systematic fraud that marked the 1984 and 1986 elections, NAMFREL was able to swiftly communicate accurate results of the elections to the public as well as prevent anomalies or record them for appropriate action by authorities.

## NAMFREL

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NAMFREL's efforts have earned the gratitude of the Filipino people, and this has been expressed in various awards presented to the organization.

By proving that citizen action can make a difference, NAMFREL helped inspire millions of Filipinos to achieve the peaceful February 1986 revolution.

During the 1987 plebiscite on the new Constitution, NAMFREL did its own canvassing of votes in support of (the central election commission) COMELEC. NAMFREL's Operation Quick Count (a parallel vote tabulation) presented more than 75% of total votes cast within 48 hours and served to establish an accurate trend of the final count.

Through the sacrifices of its volunteers, (six gave up their lives and countless others have been injured since 1984) NAMFREL has given concrete expression to its slogan: "It is better to light a candle than to curse the darkness."

## THE NEED

The continuing task of strengthening the electoral process is enormous. The COMELEC, for instance, has no more than 5,500 employees all over the country to serve about 26 million voters. Clearly, COMELEC needs the assistance of a citizens arm capable of monitoring about 100,000 precincts nationwide. These are also other ways by which citizen groups can ensure public accountability of government officials.

You can help in the following ways:

- by volunteering as NAMFREL poll-watchers or non-electoral "Bantay ng Bayan" citizen monitors
- by acting as convenor or organizer in the formation of local (NAMFREL) chapters
- by helping organize candidates forums where issues and platforms can be debated in a neutral setting
- by volunteering legal, accounting, computer and other services during elections or in support of activities which promote an honest government
- by donating money, use of equipment, vehicle and food or assisting the local chapter in resource-generating activities
- by volunteering for the national or local (NAMFREL) chapter secretariat on a part-time basis
- by providing or generating media support for local (NAMFREL) chapter activities
- by participating in Operation Quick Count
- by taking photographs of election proceedings and anomalies

The Choice for a better future is ours. Let us work for honesty in elections and honesty in Government. Join NAMFREL.

## JOINING NAMFREL

Any Filipino, whether in the private sector or government service, who adheres to the beliefs and objectives of NAMFREL can volunteer through the local chapter. If there are none in the locality or if you do not know the officers, please clip this portion and send to or contact:

NAMFREL National Office  
8th Floor, RFM Building  
Pioneer Street  
Mandaluyong, Metro Manila  
Tel. Nos.: 77-24-72 • 77-24-74 • 77-24-81  
or NAMFREL local chapter

## NAMFREL

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(Cut along this line)

I believe in the principles of NAMFREL and I want to assist through:

- ☐ Poll Watching
- ☐ Cash donation:
- ☐ I will give through our parish priest
  - ☐ I will give to the NAMFREL local chapter
  - ☐ Enclosed (amount) \_\_\_\_\_
- ☐ Serving in:
- ☐ Local secretariat of NAMFREL
  - ☐ Lending of equipment like (vehicle, computer, calculator, flashlights, CB radio, etc.)
  - ☐ And other services (legal, accounting, computer operations, photography, etc.)
- ☐ Assistance in the Special Projects
- ☐ Operation Quick Count
  - ☐ Candidates Forum
  - ☐ Citizens monitoring government performance
  - ☐ Workshops for all political parties

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel No.: \_\_\_\_\_

(Cut along this line)

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### THE NON-PARTISANSHIP PRINCIPLE

NAMFREL is non-partisan although it engages in political activities. It keeps a non-partisan stance because it is concerned with the protection of the electoral process and not the advancement of a particular party or candidate.

NAMFREL believes that a good and responsive government can only be achieved if the integrity of the electoral process is observed.

NAMFREL is non-partisan because it is concerned with the meaningful expression of the will of the people regardless of who wins.

NAMFREL is non-partisan because its citizen monitoring activities exercise vigilance over government performance regardless of who is in power. In short, NAMFREL, by acting as citizen watchdog and by insuring a fair play for those in opposition to government, helps strengthen the system of checks and balances vital to a true democracy.

### HOW DOES NAMFREL FINANCE ITS OPERATIONS?

..... NAMFREL raises its financial support from two sources:

- From donations, both in cash and in kind, from concerned Filipinos, participating organizations, and local business enterprises;
- Volunteer services, some even on a full-time basis, in both national and local levels.

Of the above, volunteer services provide the primary logistical support to NAMFREL operations with local chapters exercising self-reliance in their activities.

## NAMFREL

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## NAMFREL MANAGEMENT

NAMFREL is governed by the principle of participative decision-making, instituted through two constituent bodies—the National Council and the Regional Councils.

The National Council consists of the executive officers, national and sectoral leaders, regional chairmen, and key operating directors.

The Regional Councils are selected by municipal, provincial and city chairmen who are in turn chosen by consensus of the volunteers

An Executive Committee of the National Council is responsible for coordinating and supervising NAMFREL's policies and activities. It is headed by the National Chairman.

Each local chapter at the provincial, city and municipal levels duplicates this pattern of organization.

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